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Official Journal of the Special Libraries Association

VOLUME 43

DECEMBER 1952

NUMBER 10

Commercial Intelligence Service

Dr. Roy Soukup

Municipal Statistics

John B. Whitbeck

Industry Statistics

George S. Rose

CBC Radio and Television Library

Kathleen M. Greer

Business and Finance—Classification Schemes

Janet Bogardus









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Commercial Intelligence Service^{*}

Chemical and Chemical Process Industries

DR. ROY SOUKUP

*Development Department, E. I. du Pont de Nemours and Company, Inc.,
Wilmington, Delaware*

THE DEVELOPMENT DEPARTMENT of the du Pont Company has, among its other duties, the responsibility of keeping closely in touch with developments in the chemical, chemical processing, and related industries which bear in any way on the present or potential business of the Company. Since that Department's function in the Company organization is primarily an advisory and correlating one, and since its activities and interests frequently overlap the specific activities and interests of a given du Pont manufacturing department, industry activities which concern more than one Company department are particularly noteworthy.

C.I.I.

In order to discharge this "keeping-in-touch" obligation effectively, it was found to be desirable to establish some sort of centralized file of information, which we now refer to briefly as "Commercial Intelligence Items", or even more briefly, as "C.I.I."

The need for a concentrated centralized source of information, sufficiently broad in scope to cover the interests of a widely diversified chemical firm such as du Pont, became even more urgent following World War II, as the expansion programs by the chemical industry

began to boom. A few isolated figures give some idea of the great volume of commercial information now appearing in the form of published material: It is estimated that the chemical process industries will produce \$57 billion worth of goods in 1952, up 30 per cent over 1950. Four out of five drugs of today were unknown in 1942. The chemical industry alone spent \$1.26 billion for capital improvements in 1951, expects to spend \$1.46 billion (78 per cent of which is for expansion) in 1952, and will probably continue at the \$1.25 billion dollar rate through 1955.

It is obvious that the job of keeping in touch with such tremendous expansion, and using the accumulated information effectively, calls for a definite system for collecting, organizing, and disseminating information on it. Considerable interest has been expressed by some chemical firms other than du Pont in organizing similar systems.

Definition

The information selected for the Development Department's C.I.I. Service is primarily of a commercial or business nature, not technical. Technological information, such as new processes and new production techniques, is selected for use, but much of the information that might be published in such journals as *Chemical Abstracts* and the *Journal of the American Chemical So-*

^{*} Paper presented before a joint meeting of six divisions at the SLA Convention in New York, May 28, 1952.

ciety is not useful for the purpose we have in mind. Moreover, strictly technical information is covered in a number of ways within the Company by other groups of workers.

Purpose

The purpose of the Development Department's C.I.I. service is, briefly, to answer these five questions regarding chemical industry activities that relate to du Pont's business interests: *Who, What, When, Where, and Why?* The last is particularly important, and that is why we are especially interested in ascertaining the reasons for various industry trends and ventures into new fields.

COLLECTION OF INFORMATION

Types of Information Selected

News items relating to the following general categories are collected:

1. Activities of competitive companies relating to products, processes, new product lines, discontinuance of products, etc., which parallel du Pont's interests.
2. Activities of existing and potential consumers of du Pont products.
3. Supply of and demand for raw materials used by the du Pont Company, and activities of potential suppliers of raw materials.
4. New techniques and processes, and new applications of old techniques, in the chemical and related industries.

Specific items of information, from published and from private sources, which are abstracted and filed for use, include:

Expansion programs
Specific construction projects
Production capacity estimates
New lines of business
Discontinuance of specific products or lines of business
Trends in established lines of business
New products
New trade names
New processes
Revisions of existing processes
Public relations programs
Mergers
Dissolutions
Sales of business assets
Reorganizations
Financing programs
Research — personnel, organizations, facilities, plans, expenditures

Chemical by-products
Chemical specialties
Raw materials
Power facilities
Fuel sources

In general, information is *not* collected on:

Price data (except important and unusual trends)
Labor relations
Personnel notes (except key personnel)
Purely scientific items (important summaries and reviews are noted, however)
Patents (except unusually interesting ones, groups denoting new fields of interest and trends in activities, etc.) Other Company bulletins cover this field adequately.
Equipment (apparatus, gadgets, etc.)
Strictly limited end-use applications (for example, plastic consumer-products)

Sources of Information

Intelligence items of the types mentioned are obtained from both public and private sources. Probably 80 per cent of the material now filed comes from news services available to the general public. Such information is verified wherever possible by referring to private sources. For example, published surveys of United States productive capacity of anhydrous ammonia, or that of chlorine, or phthalic anhydride, or polyethylene are checked against Government (DPA) sources of information, where available, and also against analyses of such data prepared by pertinent du Pont manufacturing departments from close trade observations.

In the case of published information, a large number of newspapers, journals and special publications are scanned regularly for C.I.I. items. The Development Department maintains its own subscription list for many of these publications, representing an annual expenditure of around \$1,500. In addition, staff members subscribe privately to certain journals and news services, which are then available for tear-sheet filing of noteworthy items. Finally, the extensive accession lists of the central Technical Library of the du Pont Company, the Lavoisier Library of the Chemical Department, and other departmental libraries are drawn upon freely.

A list of publications, issued outside of the du Pont Company, which have been found to be the most prolific sources of commercial intelligence items, include the following:

NEWSPAPERS

Daily News Record (textile)
Journal of Commerce
New York Times
Wall Street Journal

FINANCIAL PUBLICATIONS

Argus Research Corporation Reports
Barron's Weekly
Moody's Industrials
 Prospectuses filed by firms with S.E.C.
 Standard & Poor's Services
 Special company reviews (by investment houses)

SPECIAL PUBLICATIONS

Annual reports of companies
 Buyers' Guides (e.g.—Oil, Paint, and Drug Reporter's *Green Book*; Chemical Week's *Buyers' Guide*; McGraw-Hill's *Directory of Chemicals and Producers*)
 Company catalogs
Facts for Industry (Tariff Commission, Dept. of Commerce)
 House organs (private firms)
Industrial Bulletin (A. D. Little, Inc.)
Minerals Yearbook (preprints and annual volume) U. S. Bureau of Mines
 New products bulletins (private firms)
Survey of Current Business Trends (Security Trust Company)
 U. S. and Foreign Trade reports and newsletters (Dept. of Commerce)

JOURNALS GENERAL

Business Week
Chemical Engineering
Chemical & Engineering News
Chemical Processing Preview

Chemical Week
Fortune
Industrial Engineering Chemistry
Industrial Equipment News
Nation's Business
Report for the Business Executive
Science News Letter

SPECIFIC TRADE

American Dyestuff Reporter
India Rubber World
Industrial Finishing
Modern Plastics
Oil & Gas Journal
Oil, Paint, and Drug Reporter
Plastics News Letter
Products Finishing
Rayon Organon (textile)
Rock Products
Soap and Sanitary Chemicals
Textile World

SURVEYS

Chemical Economics Handbook (Stanford Research Institute)
Chemical Market Report (Foster D. Snell, Inc.)
The Technical Survey (Gaylor, Newark, N. J.)

In addition, information is obtained within the Company from the operating, sales, market development, and research organizations of the manufacturing departments, and from certain auxiliary departments, such as the Purchasing Department, and from the Trade Analysis Division. This information is obtained by conversations with individuals; from voluntary written and oral contributions by other departments; and by scanning various departmental commodity surveys, market analyses, reports (monthly, quarterly and annual), research projects, appro-



Dr. Roy Soukup is a technical investigator in the Development Department of E. I. du Pont de Nemours and Company, Inc., Wilmington, Delaware. He has been with the company in research and staff work since 1928.

Dr. Soukup is a graduate of the University of Illinois. He received a B.S. in chemical engineering in 1924, an M.S. in chemistry in 1926, and a Ph.D. in chemistry in 1928.

The paper that appears here is based on a chapter for use in a section of the forthcoming new handbook tentatively called, "Chemical Business Handbook", to be published by the McGraw-Hill Book Company.

priation requests, literature surveys, reports on trade interviews, and new product bulletins. Information which is confidential in nature is kept in a separate C.I.I. card file, open only to qualified users.

Personnel Requirements

At the present time, three staff members of the Development Department spend part time in scanning various sources of information and preparing abstracts for filing. Total man-hours per month devoted to that work average around 240.

One typist is employed full time (160 hours per month) to type the C.I.I. items for filing, and to do the necessary collating and filing work. Within the past year or two, the typing load has increased sufficiently to require assistance equivalent to about one-quarter time of another typist. In addition, approximately one-fifth time of a secretary is devoted to assistance with peak typing loads, certain aspects of filing, and assistance in handling various requests for information on C.I.I. items.

The personnel needs account for well over 90 per cent of the operating expense of this C.I.I. system.

ORGANIZATION OF INFORMATION

C.I.I. Card Index System

The backbone of the Development Department's Commercial Intelligence Service is a file of three-by-five inch cards of a fold-out type, containing suitable abstracts of miscellaneous bits of information in the fields mentioned. Over a period of time, these isolated items tend to make up a rounded story on some specific news item, as supplementary information bearing on the initial item is carded.

A specially-prepared form of blank three-by-five inch cards, arranged on a perforated sheet with suitable retaining tab and with single-use carbon paper, has been found to be a practical, efficient and inexpensive form to use in preparing typed cards with numerous carbon copies. Together with the neces-

sary caption cards, cost of materials is on the order of ten dollars per month at the present rate of card accumulation, or one-fourth cent per card. Consideration has been given to the use of punched cards, but so far such a filing method has not been deemed suitable for reasons of accessibility of information, speed in answering telephone requests for information, use of the file simultaneously by various individuals, obsolescence of information, and desirability of filing fairly complete information on a given item.

In lieu of a punched card system, liberal cross-indexing of each item is accomplished by means of a suitable number of headings and corresponding carbon copies. This has the disadvantage, of course, of making the file rather bulky, compared with punched cards, but since five years' accumulation of approximately 125,000 cards occupies the space of only two legal-size letter filing cabinets, the space consideration is not too much of a problem. As far as possible, each item of information is cross-indexed under some four captions or headings to include: (1) the generic class of product, (2) the chemical name of the product, (3) the trade name, and (4) the company or companies involved.

The C.I.I. card shown in Figure I in reduced size illustrates the carding of the initial announcement concerning a new chemical product.

Abbreviations are used liberally to conserve space. A separate card is filed chronologically under each heading, and the filing is entirely alphabetical by heading, including company names. Where a large number of cards accumulate under a given caption, that file is broken down by annual or smaller sub-classifications.

An attempt is made to give fairly full details on each card, so that all the necessary information is immediately available. Purely bibliographic references are avoided whenever possible. Where it is desired to abstract a survey-type item, or one containing much in-

FIGURE I
SAMPLE CARD - COMMERCIAL INTELLIGENCE ITEM
1/4 SIZE

SOIL CONDITIONER POLYACRYLONITRILE, HYDROLYZED	"KRILIUM" MONSANTO CHEM. CO.
<p>Monsanto has developed a new synthetic resin (hydrolyzed polyacrylonitrile) for use as a soil conditioner in compet. with compost, peat, etc. Currently, product (called "Krilium") is being mfd. in pilot plt. at co.'s Springfield, Mass. plt. site. Max. pilot prodn. in any one month has been 20M lbs. During '52, co. plans to make 250M-500M lbs. avail. primarily for exptl. purposes with limtd. test marketing planned toward end of yr.</p> <p>Co. feels "Krilium" opens up new field for chem. industry. Matl. reptd. to have powerful ability to promote aggregation of soil particles, & in low concentrations (0.02-0.1%) is said to</p> <p>(Fold) ————— -cont- 1/5/52</p> <p>give pronounced improvements in tilth. Prospective mkt.s.: home gardens, greenhouses, truck farms, areas with badly crusted or saline soils, & areas requiring erosion control (e.g. state highways). Potent. indust. applns.: sewage beds (imprvd. filtration, & as flocculant), & in paper industry, (permits incr. % of clay incorp. in beater). Initial price high ("under \$2.00/lb") but co. points out 1 lb. "Krilium" equiv. in effect on soil struct. to 200 lbs. moss (at 4¢/lb) or 500 lbs. coml. compost at 2.5¢/lb. Resists breakdown in soil, & has no toxic effect on soil micro-organisms.</p> <p>No decision reached yet re location of full-scale plt. Plenty of acrylonitrile raw matl. will be avail. from co.'s Texas City plt. by end of 1952.</p> <p>See Tear Sheet in file under "Soil Conditioner" for further details.</p> <p align="center">-Chem. Week, p. 31-33, Jan. 5, 1952</p> <p align="right">(TEAR AWAY)</p>	

formation which is not amenable to breakdown into separate cards, a tear-sheet or photostat is prepared and filed in a separate, corresponding alphabetical file, suitable for immediate reference. In that case, reference to the existence of a tear sheet is made on the pertinent C.I.I. card. In most cases, further search of a given reference is not necessary, since the fold-out type of three-by-five inch card used is quite flexible vertically and laterally for preparation of items containing full information, even tables of data.

At present, approximately 200 abstracts per week, or over 10,000 per year are prepared. Each is filed under some five separate headings, on the average, so that approximately 50,000

separate typed cards (that is, 10,000 originals and 40,000 carbon copies) are prepared and filed annually.

Tear-Sheet and Reprint File

To facilitate reference on occasion to more detailed data than those contained in the C.I.I. card index file, tear-sheets, reprints, photostats, and other reproductions of important items of information have been organized in loose-leaf-bound form. Suitable alphabetical file headings are used. This system has been found to be a very useful supplement to the basic card-index file.

Company Analyses File

In addition to the items on chemical company activities which are carded for the basic C.I.I. file, and may also be contained in the tear sheet file, company reviews (prospectuses) are prepared frequently in connection with equity financing. Various investment houses and market services prepare company reviews, some of which are quite elaborate. These are ordered as they appear, are abstracted for the card-index file, and then are filed in a separate, looseleaf file of *Company Analyses* for future reference to details not included in the C.I.I. card.

Code Letter and Numeral File

One of the relatively minor duties of the staff members of the Development Department is to handle certain miscellaneous unsolicited inquiries and offers relating to du Pont products and to products of other chemical firms. Between 3,000 and 5,000 such inquiries are handled annually by the Development Department alone. In quite a few cases, these inquiries specify only a code letter or numeral and are addressed only generally to the du Pont Company. Identification of the desired product and placing of the inquiry into the proper hands within the Company can frequently be a time-consuming job. To facilitate the handling of such inquiries, a separate card index file has been organized containing known product and process codes, based on information

supplied by various Company departments, and also information on codes used by other chemical firms for du Pont products or for their own products. The chemical worker tends to use code letters freely to designate various products—for example, TEL for tetraethyl lead, and BHC for benzene hexachloride, to mention two of the better known codes. Such code terms are also included in this supplementary file as they become known. The code-letter file has been found to be very useful in eliminating time-consuming searches, and it is used extensively by Development Department personnel and also by other Company departments.

Other Files of Information

It has been found expedient, also, in offering a comprehensive commercial intelligence service, to organize and maintain files of annual reports of leading chemical firms, various company catalogs, new product bulletins, and similar sources of information. This is in addition to a collection of bound volumes on trade names, buyer's guides, and other sources.

DISSEMINATION OF INFORMATION

The third phase of this service, and the most important one, is to make effective use of the commercial intelligence items which have been collected and organized in the various indicated forms. Dissemination of the information takes various forms, including periodical reports directed to most Company departments, release of information items to Development Department staff members for use in their various projects, special reviews and analyses requested by other departments, spot news items of an especially newsworthy nature directed to specific individuals, and direct use of the C.I.I. card index and other files by other Company departments in connection with specific projects.

Types of Reports

The most newsworthy items of information in the C.I.I. card index file have been disseminated quite widely to

key Company personnel in the following forms:

1. A weekly *Commercial Intelligence Items Bulletin*, containing approximately 150 items per issue, arranged in the form of four three-by-five inch spaced items per sheet (for convenience of recipients in cutting and filing items as desired, in personal files). The arrangement of material in the individual *Bulletin* items duplicates the arrangement used for the card index file.

2. *Chemical Industry Activity Reports*, published quarterly. These reports review alternately, in successive quarters, approximately one-fourth of a list of some forty leading companies in the chemical industry. They consist of a commentary on important activities of these prominent firms based on information in the C.I.I. file and supplementary files.

3. Quarterly reports on *Noteworthy Trends and Developments* in the chemical industry, broadly. These attempt to describe briefly and to publish information promptly on salient industry developments, classified roughly under the headings of raw materials, power, new processes, new products and discontinuances, financing, transportation, foreign trade, and similar headings. News items are selected primarily for their relation to the du Pont Company's business, but an attempt also is made to cover the chemical industry developments more broadly than those bearing on du Pont's interests.

4. Day-by-day memoranda on items of particular and immediate interest to various specific Company departments, as they occur. These notes are brought directly to the attention of pertinent key personnel, and in some important cases, are preceded by telephoned advice of the appearance of such news items.

Distribution

The quarterly and weekly reports have been distributed quite extensively to department heads, production directors, research directors, and sales directors (and through the latter to various market development and sales analysis groups) of all Company manufacturing departments. Copies also go to Company libraries and to key personnel in most auxiliary staff departments.

In addition, information in the C.I.I. file is made available to Development Department and other Company personnel engaged in the preparation of various reports on chemical commodities, raw materials, intermediates, etc.,

and in preparation of chemical company reviews, product and process surveys, and the like. Solicited information is supplied on demand, as rapidly as possible—frequently by direct telephone reply—on spot requests. For more detailed reference purposes, qualified Company personnel are encouraged to use the Development Department's commercial intelligence files directly.

Expansion of the utility of this C.I.I. service is being sought continually. One area of use which is not now covered very extensively would involve a critical integration of this information regularly by the Development Department, and presentation to the manufacturing departments in the form of a proposed steering program, to indicate potential profitable lines of business based on chemical industry trends. Successful suggestions could not be expected to materialize very frequently, but even one a year would seem to make such an effort worthwhile.

Conclusions

It is believed that the commercial intelligence service operated by the Development Department serves a useful

purpose, to the extent that it has been developed. This is not alone our opinion, but also that of the recipients of the service. As has just been indicated, consideration is being given to making it function more efficiently and expanding its utility.

Assuredly, there are already in existence a number of privately operated commercial information services. Representative ones have been noted in this paper. The Development Department has examined quite a few, but none serve the needs of the department in the preferred manner. Subscriptions are maintained for some, but primarily for check-list purposes, to insure adequate coverage of the literature.

The C.I.I. service that has just been described has certain features, of course, that would enable it to serve other similar diversified chemical manufacturers to some extent; but the need for and emphasis on certain types of commercial information varies considerable from one company to another. The service organized by the Development Department is essentially one that is designed to be useful specifically to the du Pont Company.

Coming in January

Papers scheduled for publication in the January issue of **SPECIAL LIBRARIES** include the following:

Legal Aspects of Machine Documentation

ALBERT S. DAVIS, JR.

Resident Attorney, Research Corporation, New York

*Adjunct Professor of Industrial Engineering, New York University,
New York*

Reference Material—A Tool for Conservation

HOWARD COONLEY

Director, Conservation Division,

Defense Production Administration, Washington D. C.

Canada's National Library

DR. JEAN LUNN

Editor, Canadiana, Canadian Bibliographic Centre, Ottawa, Canada

Selling Your Library to Management

DR. MAURICE H. BIGELOW

Technical Director, Plaskon Division

Libby-Owens-Ford Glass Company, Toledo, Ohio

Municipal Statistics*

JOHN B. WHITBECK

Vice-President, Blair, Rollins and Company, Inc., New York

THE TERM *Municipal Statistics* undoubtedly sounds dull to the unexposed, and, perhaps even to those who have been infected with that particular virus. It will always be dull to one who isolates himself from the realities of the subject, and sees only endless rows of figures and tables piled upon tables. Actually, the statistical and analytical work becomes more and more interesting as the end result is approached. Public projects are more varied than they were even a few years ago and each new development opens a new field of interest. Public works experts estimate that over the next ten years one hundred billion dollars will be needed to meet the accumulated, and accumulating needs of state and local governments for highways, schools, waterworks, sewage disposal systems, hospitals, electric systems and other improvements.

The financial librarian has an opportunity to live with these developments and to see their completion. Some of these major developments may be seen on any coast-to-coast trip. Many librarians would recognize these and other developments as familiar subjects in their daily work.

Public Projects

Starting at Portland, Maine, there would be seen along this rather circuitous route, the Maine Turnpike, Mystic River Bridge, housing developments in Massachusetts and every other state through which one passes, Triborough Bridge Authority and New York Port Authority projects in New York and New Jersey, the New Jersey Turnpike,

Philadelphia-Camden Bridge, Delaware Memorial Bridge, Pennsylvania Turnpike, Jacksonville Expressway and Bridges, Lower Tampa Bay Bridge, Huey Long Bridge at New Orleans, Nebraska Public Power System embracing the entire state, Detroit Expressway, Oklahoma Turnpike, numerous public power projects in the State of Washington, Lake Washington Bridge at Seattle which is unique in design, Tacoma Narrows Bridge, replacing the ill-fated *Gallopig Gertie* which collapsed, Golden Gate Bridge, San Francisco Bay Bridge, Los Angeles Power and Water System, including the All-American Canal and Imperial Irrigation District which converted a desert into one of the most fertile spots in America. Those are all major improvements and must be a source of pride to anyone who has participated in their development even in a small way.

Along the route, a librarian might recognize innumerable schools, city city halls, waterworks and other local improvements in which he has had an active interest. So far as end results are concerned, the librarian in the municipal field can always point to actual accomplishments.

It is not easy to recognize, much less evaluate, municipal statistics, unless one knows exactly what a municipality is and what makes it a living entity. As I use the term *municipality*, I shall generally include states, cities, counties, towns, school districts, water districts, flood-control districts and the like. Everyone knows, at least in a general way, what states, cities, counties and towns are. Special districts are not quite so well known, but as a rule their titles indicate their purpose.

* Paper presented before the Financial Division at the SLA Convention in New York, May 27, 1952.

All these governmental units are creatures of the state legislatures. The scope of activities of these more or less independent units is prescribed in the legislative act which actually created them or authorized in their creation by groups of voters. A city charter is familiar to all at least in name. That document is somewhat akin to a governmental constitution or the charter of a corporation. It defines the powers of the municipality, outlines the duties of its officials and prescribes the means by which the health and welfare of its citizens may, or must, be provided for. Charters vary widely in the degree of power and responsibility reposing in the municipality. The large municipality is likely to have a greater degree of autonomy than the small town, and certainly more than a special district.

Power to Spend

All units of government are given some means of supporting themselves, in whole or in part. Likewise, they are authorized to spend money—usually for more or less specified purposes—and to incur debts. Except for special cases which will be touched upon later, the power of taxation is the life blood of a municipality. And the expression—"you can't get blood out of a turnip" is just as appropriate in a public sense as in private life. Because of the essential nature of taxation, anyone who has business dealing with a municipality must satisfy himself that the taxing power is present and that that power will be productive when exercised. The lawyers will tell us if the taxing power exists and whether it is mandatory or permissive. It is for us in the financial field to determine whether the power, if exercised, will produce the needed dollars.

Next, the power to spend is important. Again the lawyers will tell us if the community is authorized to expend its funds or borrow for the purpose which we may be considering. The responsibility for determining the feasibility of the expenditure falls upon us.

In a great many cases, probably the

majority of cases, extensive study is not necessary before entering into a transaction with a municipality. For instance, an oil dealer in the Twin Cities will not hesitate to bid on the fuel oil contract for heating the Minneapolis schools. He knows that he, or one of his competitors, has been paid promptly for supplying each year's needs. Similarly, a municipal bond dealer will not make an exhaustive study before bidding on a moderate sized block of San Francisco bonds for school buildings. He knows from long experience that San Franciscans have the will and the ability to pay the taxes necessary to retire school building bonds. If a city of the size and importance of San Francisco were in financial trouble, dealers from the Golden Gate to Eastport, Maine, would have learned of the trouble and acted accordingly.

Research

Research is required when the project and its attendant financing depart from the normal either as to size or character, or where the project is in an area not familiar to the financing institution or the contractor.

In making these determinations the help of the financial librarian is invaluable and sometimes we must turn to special libraries in other fields—engineering, for instance.

The ability to pay and feasibility are so interrelated that they must be considered as one and the analyst and his librarian must never let one obscure the other.

Perhaps a hypothetical case will illustrate the interrelationship. A city's water consumption has about reached the limit of its existing supply, which is a sluggish river passing through the heart of the community. The pumping station could be doubled in size but that would not improve the quality of the water which has deteriorated over the years with the growing pollution of the river. In addition, the river water reaches a temperature of 70 degrees in mid-summer. An alternative, but a much more costly program, would in-

volve the development of an entirely new supply by tapping a mountain stream miles away. The city will pledge its taxing power to assure payment of the bonds which will be issued to finance the cost of either of the projects but the city hopes to make the system self-sustaining through its water charges to consumers. The city engineer estimates basic water rates which would make the respective projects pay out. An analysis of the city's financial condition indicates either method could be financed. Which then, would be more feasible? Fortunately, there is a mass of information which can be drawn upon in making the determination of feasibility. In this hypothetical, but rather typical case, let's examine some of the available data, step by step.

First, would the rates for the more costly mountain supply be inordinately high? The American Waterworks Association publishes a comparison of the water rates of several hundred American cities grouped by population in the same geographical area.

Information for the Analyst

Next, the analyst may wish to compare the initial cost per one million gallons with that of other cities. One of the most effective means of studying this question is to search the descriptive data which accompanied the sale of water supply bonds of other cities. A list of many of such cities will be found in the blue page inserts of Moody's *Government and Municipal Manual*. Having selected the name of a city, Moody's text under that city will probably show what bond house handled the financing. If not found in Moody's it certainly can be found in the bound volumes of the *Daily Bond Buyer*, the official trade paper of municipal financing. Wherever the clues lead, three documents should be located: the City's official *Notice of Sale* of the water bonds, an engineer's report, if any, and the descriptive circular of the bond house.

The analyst will also need to know about the city's history and prospects

for its future. He will wish to see the trends of population—both number and character—industry, bank deposits, building permits, property valuation, tax rates and similar basic factors. The best single source of these statistics is the Dun and Bradstreet *Municipal Credit Service*. That great credit organization has a thoroughly objective approach, and if it has prepared a recent report on the particular municipality in question, the librarian will be spared much further labor.

What the analyst must have in the way of statistics is something authoritative, specific and complete. By authoritative is meant data over the signature of a public official or a person or firm qualified to supply the data.

Estimate of Cost

Going back to our hypothetical example, any estimate of cost should be that of the city engineer or consulting engineers called in by the city for that purpose. An analyst or investor should not be asked to accept a construction estimate by anyone other than a qualified engineer. Estimates released by pressure groups in the community should not be used unless they are found to be based upon the findings of an engineer who is truly independent.

Specific data should be sought in all cases. At some time generalizations may be in order, but they should stem from the specific. It may be said that water from the new supply will be of better quality and therefore the community will consume greater quantities. Such a general statement cannot go unchallenged. Good drinking water may be destructive to boilers, so much so, that industrial users might have to install costly treatment plants or continue to draw from the less potable river source. A good engineering report would not be complete without some specific reference to the quality factor.

I have gone into considerable detail in reviewing the factors which must be considered by the municipal bond analyst or by a commercial enterprise weighing a major contract with a mu-

nicipality. This detailed course is given to better the understanding of the problem thus enabling the librarian to serve more effectively.

Significance of Statistics

Population statistics, for instance, involve more than mere numbers. It is not enough to know that Austin, Texas, and Scranton, Pennsylvania, have nearly the same populations. It is significant that the Scranton population declined about 15,000 in the last decade while that of Austin increased over 40,000. That disparity calls for additional statistics. The fact that Scranton is the heart of the nation's anthracite industry suggests the first direction for the librarian to turn. One need go no further than the *World Almanac* to see that anthracite production has declined. The conclusion drawn from that fact can be fortified by recourse to statistics showing the extent to which other fuels have supplanted anthracite. The very next page of the current *Almanac* shows that the production of natural gas, another smokeless fuel, has increased about 250 per cent since 1940. If necessary, the experienced librarian can verify and refine the *Almanac* figures by reference to reports of the U. S. Bureau of Mines and trade publications.

The reason for the growth of Austin may not be quite so apparent. We know that Austin is the state capital and that Texas has grown rapidly in population and wealth. It suggests that state functions have multiplied and become more complex, with concentration in the capital city. In many states the capital has grown also as an educational center. These are just some of the points which suggest examination. Information compiled by the Census Bureau and by the state will help to develop these points and suggest others.

This is an appropriate time to sound a note of warning. States, cities and chambers of commerce have prepared descriptive booklets and some of the booklets are crammed with figures but their use is strictly limited. They are written by people who are employed to

sell the community, and many of them perform their job exceptionally well. It is simply human nature to put your best foot forward and to gloss over, or ignore the unpleasant. What those writers tell you is true except when they indulge in unrestrained use of superlatives. It's what they don't tell that must be checked. There must be a system of checks or controls so that the descriptive booklet can be read in true perspective.

This does not refer to formal statistical reports of governmental bodies. These are coldly objective. I have been referring to the type of material which is, or borders upon, propaganda. To illustrate the point, I leave the world of business and turn to the field of recreation.

Propaganda Literature

Many states advertise themselves as vacation areas and turn over the selling job to a propaganda agency called the "Development Department", or Public Information Bureau. That agency prepares and distributes an illustrated brochure with a cover page carrying a photograph of a sunset or an oversized trout leaping from a stream. Nothing on the cover suggests the possibility of a cloudburst or a late spring snow storm. The text and its illustrations picture a vacationist's Utopia, adaptable to any purse—a vacation of from one day to three months of uninterrupted joy, comfort and relaxation. But before it is too late, I suggest the vacationist read another book, a sporting goods catalog. Some of the descriptions of the articles on sale hint that trouble may lie ahead. *"Insect repellent. After experimenting with fly dope for many years, we now believe that we have as good as is possible to produce. It has been found very effective for black flies, mosquitoes and, in southern states, for chiggers.*

Non-skid overshoe. A positive non-slip sandal that every fisherman should own. One fall might spoil your entire fishing trip.

Emergency kit. We advise that it be placed in your hunting coat to be used only in emergencies. The compass has

a luminous dial. The waterproof match case is large enough to hold matches and a small candle. The whistle is loud enough to be heard a long distance.

Canoe cushion. Excellent as a cushion thoroughly dependable as a life preserver.

Fire kindler. Will light with one match and burn in rain or snowstorm."

The analogy is clear and not overdrawn for emphasis. However, civic boosters present information which cannot be found in formal reports. Moreover, opportunities for profitable business might be passed over with a mere shrug if they were not brought to our attention forcibly by the salesman's approach. In my opinion, the financial library would be deficient if the publicity department releases were not available. The Chamber of Commerce or local bank bulletins keep one abreast of what is going on.

Library material should be balanced to make it possible to survey a city completely. Beyond every elm-shaded boulevard there is a slum area. A famous resort center dumps its raw sewage in an adjoining lake. The resort's publicity bureau does not mention it. Nor does the real estate salesman state that more stringent health laws may impose heavy charges or assessments to pay for a disposal plant.

The alert librarian has not forgotten the tragic "dust bowl" conditions of the south and central west. The Departments of Interior and Agriculture can furnish information on the corrective measures which have been taken and

the Census Bureau can trace the migration from those areas. The alert librarian will know that the Geological Survey and Army Engineers have valuable data on the frequency of devastating Missouri Valley floods. If a city is planning a hydro-electric power plant, the Geological Survey can supply complete stream flow records. Some state highway departments have prepared excellent traffic analyses which can aid a community or municipal bond analyst when municipal parking facilities are under consideration. The sources enumerated, and many others, are factual, unbiased and authoritative. All may be used with full confidence and will be helpful as a check on incomplete and less authoritative material.

Conclusion

Most financial libraries constitute an integral part of some business organization. All are maintained to assist business directly or indirectly. Although they are special libraries, their scope within the field is practically limitless. No library can be complete. The statistics alone could never be assembled profitably in one place. But the deficiency is not too serious and I believe can best be cured by the availability of a few key sources of information. They will point the way to detailed data, which, in some cases, may be found only in a few of the largest public or semi-public libraries. More often, the needed material may be found in another library. This interchange of ideas and material has been very helpful in filling gaps which exist in every library.

October Issues Wanted

Due to unprecedented demand, SLA Headquarters will welcome any extra copies available of the October issue of *SPECIAL LIBRARIES*. Please address all copies care of the Executive Secretary, Special Libraries Association, 31 East Tenth Street, New York 3, New York.

The Role of Industry Statistics In Modern Business Life*

GEORGE S. ROSE

Secretary, American Iron and Steel Institute, New York

IN THE COURSE OF MY WORK with American Iron and Steel Institute, I have had an opportunity over a number of years to watch statistics at work for an industry—not just within the industry itself—but also outside the industry. I have seen them work in ways that are becoming increasingly important, both to the iron and steel companies and to all industry and business.

No one would attempt to run a business today without having all available facts and figures he could lay his hands on. Interpretations of shifting markets, of population trends, of production and consumption curves, and a mass of other facts, have, we know, become important factors guiding management decisions. In fact, the industrywide collection of such statistics has for many years been the most important single function of many associations. American Iron and Steel Institute is no exception.

When the American Iron and Steel Association was formed, approximately ninety-seven years ago, its chief activity was the collection and dissemination of information about the iron industry. A standing committee on statistics was organized at that time to guide the work.

The first formal publication of this information, on behalf of the entire industry, was undertaken in 1858. That published record represented an enormous amount of work on the part of the Association's Secretary. In addition to

writing hundreds of letters, he spent about sixteen months on the road, travelling to iron works, rolling mills, foundries, iron mines and to every other place where any activity even remotely connected with ironmaking was being carried out. Considering the handicaps under which the work was completed, the record was remarkably thorough.

In a foreword to the published work, the Secretary stated that he felt succeeding issues would be easier to compile now that the work had begun. He also said that it would probably be cheaper in the years to come and more nearly within the Association's income. It rather sounds as if the infant Association was having budget trouble, and the intervening years haven't entirely eliminated that difficulty from all associations.

For about fifty years, first as American Iron Association and next as American Iron and Steel Association, the organization was devoted almost exclusively to collecting and distributing information about the industry, largely to its members and to official circles in Washington. No one else seemed to care a great deal.

However, after 1900, the steel industry began to grow at a rapid pace. Its resources became increasingly important to the national economy. Manufacturing industries were springing up all over the nation. Steel was the material everyone needed.

People began to be aware that industrial history was in the making, along with a new kind of industrial so-

* Paper presented before the Metals Section, Science-Technology Division, at the SLA Convention in New York, May 27, 1952.

ciety. To keep pace with its own growth and with an increasing public awareness of the importance of industry, American Iron and Steel Institute was founded in 1908. Its statistical services were organized to incorporate the work already being done by the older association which it absorbed in 1912.

Statistical Services

Those services have been built up until today there is, to the best of my knowledge, no other industry with a complete set of both historical and current statistics of its own. At the moment, we have more than a dozen weekly, monthly and quarterly reports being made to us, by members and non-members of the Institute, in addition to annual surveys of capacity, production, shipments, employment, earnings, consumption of raw materials and many other details.

The Institute reports include the estimated weekly operating rate of the industry. That is a statement of interest to the entire industry and to newspapers and magazines as a barometer of business activity.

The monthly reports cover the production of pig iron, by districts; the production by districts and processes of ingots and steel for castings; production of alloy steel ingots by grades; shipments of finished steel products, distribution of those products according to consuming industries, special reports devoted to shipments of alloy steel, stainless steel and tool steel, and the important series on employment and average hourly and weekly earnings, broken down into details for hourly, piecework and tonnage employees and for salaried employees.

A quarterly report shows production of stainless steel ingots by grades and an annual report gives a complete financial story of the industry, including assets, liabilities and capital, an income statement and other statistical information on production, shipments, employees, payroll, dividends and number of stockholders.

One of the Institute's books, the *An-*

nual Statistical Report, reprints on an annual basis, summaries of all of the reports noted here, and, in addition, historical data for a long period of years derived from the reports of previous years. The annual report also includes production by Canadian companies, export and import data, ore, coal and coke statistics, production of basic products in other countries and supplementary information on capacity, consumption of scrap, fluxes, coal, coke, fuel oil, tar and pitch, electric power, alloying elements and certain nonferrous metals used in iron and steel plants.

Another publication of the Institute which is widely used is the *Directory of Iron and Steel Works*, a large book of over five hundred pages listing in alphabetical order all the companies engaged in the iron and steel industry in the United States with details concerning the names of each company's executives, types of products made, locations of plants, equipment in the plant and so on. Similar information is given for Canadian companies. At the back of this large volume appear numerous tables summarizing the annual capacities of the companies by products produced. The *Directory* is published at irregular intervals, usually of three years, the latest being for 1951, the 26th edition. This year, for the first time, a supplement was issued to the *Directory*. That supplement brings the tables up to date as of January 1, 1952.

American Iron and Steel Institute is the primary source of facts about iron and steel in the United States. The Institute's services are available wherever they can be of use.

Statistics in National Affairs

There are times when routine statistics become important in national affairs. Each year we publish a report covering the combined profits of more than 90 per cent of the industry. Ordinarily it is a rather routine report and doesn't get too much attention. But this year, that report came very much into the spotlight. It was played up widely by newspapers over the nation and one

paper, *The New York Times*, even published the complete report including the balance sheet, the income statement and other data. We were busy for days supplying hundreds of extra copies of the report to people all over the country interested in the subject.

This report happened to be issued at a time when the subject of steel industry profits was being hotly debated. The Institute's statistics helped greatly to clarify the confusion over profits. The reception of the report by the people in Washington, and by the public generally, clearly showed that facts are being sought as never before in our history.

There are many other examples of the usefulness of our statistics. When industry was laying preliminary plans for war production, and more recently for rearmament, one of the first necessary steps was the collection of all available statistics.

And it seems to me, that complete, accurate statistics are even more important today than ever before. Voluntary steel allocations following the war, preliminary European Recovery Program allotments, controls imposed since the start of the Korea affair, official plans for various projects, all must be based largely on statistics. In addition, we are moving steadily into situations, both political and economic, where the margin for error is growing smaller each day. One mistake can prove serious, for industry, perhaps for the country, perhaps for the world. We must have the proper tools, the facts, if we are to do a thorough job.

There is an increasing desire on the part of the general public to learn the facts about industry and it is up to organizations such as ours to make those facts available in convenient and useful forms. We receive numerous requests each day for all kinds of information. Those inquiries come from all over the world—from Africa, Italy, Brazil, Germany. Many of them are for purely technical information. The rest of the world seems to have been starved



George S. Rose has been associated with the steel industry throughout his career. Before coming to American Iron and Steel Institute in 1934, he was associated with Alan Wood Steel Company, with Crucible Steel Company of America and with American Steel and Wire Company.

At the present time, Mr. Rose holds the position of secretary at American Iron and Steel Institute.

Mr. Rose is a graduate of Pennsylvania State College where he received his B.S. degree.

for that kind of news, too, during the past ten or fifteen years. Much of that material is not purely statistical, but we are able to supply the answers because we have been collecting and publishing similar information for many years.

At times questions are asked that we just cannot answer. For instance, we have no idea of the amount of tin plate used for canning Portuguese sardines. We do not have available funds to provide a motorcycle for a missionary. We have no knowledge of where to locate a silver dollar of the vintage of 1860. On the other hand, we were able, with-

out a great deal of effort to tell a man how to figure the tonnage in a stock of round steel bars.

We cooperate with government agencies in supplying to their overseas offices as much material as they can use about iron and steel. We supply them with issues of the magazines we publish, with technical manuals, and with statistics relating to the industry.

Inquiries

The inquiries here at home from professional sources—newspapers, magazines, economists, commentators and investment counsellors—are not, in themselves, surprising, for each of them serves the public taste, and that taste seems to be running more and more to a desire to learn the facts about production, capacity, wages, hours and the like, the kind of information that was once confined to the business pages. Today, that kind of information seems to be creeping into front page stories and into the editorial pages.

What does constantly surprise us, however, is the steadily growing number of letters we receive from plain Mrs. Smith who wants to read a paper about steel at her next Woman's Club meeting, the letters from Johnny Jones, aged twelve, who has been assigned a paper about steel for his science class, letters from teachers all over the country asking for reference material, letters from individuals questioning something that has been said. Most of these people want facts. The inquiries point in a direction that industry cannot fail to travel. They indicate a trend in public interest that cannot be ignored.

The very important part that industrial statistics have played since the war ended should be strong encouragement toward the improving and enlarging of statistical work in a number of industries which have been weak in that respect.

During these years it has been necessary, continually, to appraise and re-appraise the production and requirements of all principal industries. Without accurate statistics to point the way,

there could have been no intelligent approach to the meeting of peak peacetime requirements, rearmament and accommodating of foreign aid programs.

One question alone provided a good example of the interdependence of different industries and their reliance upon statistics. That question, and it has come up many times since the war ended, was: *Are we going to have enough freight cars?* We all know that dislocations in our transportation system are a threat to production and distribution everywhere. So that simple question was a very important one.

Think of all the statistics that must be taken into consideration in connection with the freight car supply! As a start, good figures must be available on farm crop prospects and upon industrial production and raw material requirements. Then, what do railroad statistics show concerning the number of cars available and the number that are being taken out of service? How much steel are the carbuilders getting and what are they making with that steel? Can it be that we are building too many cars for Europe? And should the delivery of steel for freight cars be given preference over the needs of the oil and gas industry, the electrical power industry, the mining people and the farm equipment industry? What will be the effects on rail transportation of pipe lines, trucks, water transportation, all of which are on the increase?

In order to arrive at the answer to those questions, the statistics of the steel industry, the railroads, the carbuilders, the government and the figures of a great many other agencies and industries had to be examined repeatedly. Seldom in peacetime have statistics been as vital as during these recent years.

Steel Operations

Our weekly estimate of steel operations is considered one of the most important guides to industrial activity. This report calls for coordination and timing on the part of reporting companies. By mail, telephone, telegraph,

teletype, we receive the individual companies' estimates within the space of a few hours each Monday. In the early afternoon, the industry's operating rate is telephoned simultaneously to a number of press associations and newspapers. In a very few minutes the rate is transmitted over the country. It appears in many newspapers the same afternoon that it is released; in others it appears the next morning.

Legal Aspects

The legal aspects of the collection and distribution of industry statistics has been fairly well settled, although there have not been many cases before the Supreme Court involving this question. But it is clear from the few cases in point that the court feels adequate publicity must be given to statistics after they have been collected.

In one case, material was collected from government reports and newspaper sources for the convenience of association members. The court ruled, however, that even though these figures could have been compiled by anyone, the association plan violated the anti-trust laws. The court based its decision on the fact that while published reports went to both buyer and seller of the particular product involved, the association's reports went only to the seller.

In another case in which the court ruled that no anti-trust violation existed, its favorable ruling was based in part upon the fact that the defendant association widely circulated its statistics in trade journals read by a large percentage of all interested parties and also sent reports to Federal Reserve and other banks where they were freely available to anyone wanting to use them.

In the latest case involving similar points, the court ruled that an association of producers did violate the law by supplying certain kinds of information only to producers, who thereby acquired what the court considered an illegal advantage over the buyers. In this same case, the court however did rule that not all information collected

by the producer association could be considered of equal interest to both parties.

Public Interest

It is the consensus of economists and many of the most important government agencies that the public interest is served by the gathering and dissemination of statistics in the widest possible manner.

But in more than a legal sense, business and industry statistics have become public property. And even if that were not the case, industry should, as a matter of self interest, take the initiative in publishing the facts of economic life.

Our policy has always been to give our statistics the widest possible circulation—by direct mail, in releases to newspapers and magazines, in answer to telephone and personal calls and even in advertisements.

There was a time, not long ago, when the industrial leaders would have considered a detailed discussion of the amount of profits as an unwarranted intrusion upon something that was strictly industry's affair.

How much better off industry would be today, if, over the past forty or fifty years, businessmen had devoted some time and trouble to explaining the need for profits, telling the public how much profits actually amounted to, and describing the function of profits in a competitive economy like ours. I firmly believe that had this been done, and the facts and figures widely known, industry and business in general would not find itself today in the position of having to apologize for a pretty good year.

Interpretation

But facts don't speak for themselves, unless they are animated. Whoever first coined the phrase which said that facts speak for themselves, did industry a great disservice. For we have let the facts alone speak for themselves far too long.

A great amount of work needs to be done by industry and business in interpreting its own statistics. Production fig-

ures, sales figures, profits, hours, wages, do not, just as figures, mean a great deal to most people, to the people whose support we must have if we are to wage a successful campaign reselling business to the general public. The figures must be explained.

The interrelationships of various parts of our economy are now so close and so involved that it is difficult to understand one business, let alone an industry, or an economic whole such as the system we are defending both at home and abroad.

Many individual companies have made a fine start in interpreting the statistics that make up their financial reports. They have discovered that stockholder relationships are better and employee relationships better, when a good interpretive job is done with company statistics.

Conclusion

It is time, I believe, for every company and every industry to begin a thorough statistical analysis of every phase of its operations. Once the facts have been discovered, they should be put before employees, before the community and before the general public.

American industry and business have done a magnificent job of producing more things for more people than any other system man has ever tried. We have nothing to be ashamed of. Indeed, we have a right to be proud of our accomplishments. The facts which prove what business has accomplished are there to be collected. We have the means of distributing those facts over the great areas of this country and the world.

If there is to be a struggle to preserve our way of doing business and living, we should start laying the facts on the line for all to see, and not only the facts, but an honest, accurate interpretation of the significance of those facts. It is in that way, and perhaps only in that way, that we can regenerate interest and enthusiasm for the things in which we believe.

CANADA'S PAPER INDUSTRY

Canada is the largest exporter of pulp and newsprint in the world. The pulp and paper industry is Canada's most important industry. It ranks first in capital investment, in employment, in wages paid, in value of production and in export value.

The need for supplying the ever-increasing demand for paper makes it imperative to carry on continuing research in forestry, scientific harvesting, selective cutting and all possible means for maintaining and increasing the yield of raw material.

About half of the total pulp produced in Canada goes into the manufacture of newsprint. This is the grade of paper used in daily and weekly newspapers in all parts of the world. During the post-war years, a world-wide shortage of newsprint has existed.

The history of paper is significant in the cultural and economic development of mankind. Its use is indispensable in our civilization.

All phases of the paper industry come under the scrutiny of organizations set up for this purpose. The Newsprint Association of Canada was formed in 1934 to act as a trade organization for manufacturers. It maintains a library in Montreal under the direction of Phyllis B. Cousens. The library issues a weekly bulletin, a *Press Digest*, for the information of industry members.

The Pulp and Paper Research Institute of Canada, situated in Montreal, maintains a reference library for the use of its staff. Louise Lefebvre is in charge of this service.

Tekla-Else Tammist, librarian of the Industrial Cellulose Research Ltd., a subsidiary of Canadian International Paper Company, is responsible for the highly specialized technical and scientific collection indispensable to the laboratory research staff.

A forthcoming issue of *SPECIAL LIBRARIES* will tell the story of these special collections.

The CBC Radio and Television Library in Montreal

KATHLEEN M. GREER

*Assistant Librarian, Reference Library
Canadian Broadcasting Corporation, Montreal*

IN 1944, on behalf of the government of Canada, the Canadian Broadcasting Corporation inaugurated its International Service to give Canada a voice in the field of international radio broadcasting. The projection of Canada abroad, through honest, objective and colorful reporting of the Canadian scene, is an essential function of the service, but news and political commentaries are now assuming an importance even greater than before. The *Voice of Canada* is now heard in fifteen languages in Europe, in Latin American and in Australasia.

An important part of this service from its inception has been the reference library in Montreal where the International Service offices are located. The reference library was established to supply, for broadcasting purposes, basic and statistical information on all phases of Canadian life. As the service expanded and the need for information increased, the reference work became more extensive and the library grew.

The library's collection includes, primarily, information on Canada: its inhabitants, geography, history, literature, music, social sciences, industries, labor, etc. Not only books on these subjects, but also government releases, pamphlets and periodicals are used to keep listeners current on Canadian affairs. Nearly one hundred and fifty Canadian periodicals come into the library regularly, as well as approximately fifty newspapers from all ten provinces.

Since French and English are the official languages in Canada, material written in both languages is made avail-

able to script writers. Canadian history is approached from two different backgrounds and each must be projected in broadcasts if a true picture of Canada's early history is to be given. French as well as English literature holds an important place in the cultural life of the country. Books in the two languages stand side by side in the Canadian literature section of the library—books by Germaine Guévremont, Roger Lemelin, Gabrielle Roy, along with those written by Mazo de La Roche, Stephen Leacock, and Hugh MacLennan.

As Canada takes its place in the family of free nations of the world, a growing interest in Canada is shown by the mail received from listeners throughout the world. Their questions are varied. These questions are brought to the library to be answered or to be referred to the proper authorities for reply. Information requested may be concerned with working conditions, the qualifications needed for certain jobs, some idea of rates of pay, holidays, etc. Frequent questions pertaining to everyday living may include requests for information on housing, transportation, schools and colleges, industries, social services, sports, theatre, postal systems, food, mining, etc., as well as queries on Canadian government and politics. A deep interest is shown in the cities, towns and villages of Canada. Many listeners now have friends and families living here and wish to learn more about the places mentioned in letters.

In France, shortly after the service was established, groups of college students formed Canadian clubs to learn



KATHLEEN M. GREER

more about Canada. Material was sent to them from the library and today a number of these clubs still maintain contact with the International Service.

A newspaper man in England, writing an article on the St. Lawrence Seaway, writes to the International Service for authoritative information.

A university in Holland requests a bibliography on radio in Canada and receives not only the bibliography requested but also some of the publications listed therein.

Since news and political commentaries are of particular importance in the countries behind the iron curtain, material on world affairs forms a significant part of the library collection. Information on the countries reached by the *Voice of Canada* is essential in order to supply reference material for the script writers. Comparisons are often made between Canada and these countries in regard to literature, political conditions, education, etc., and precise information is required. The library not only has books and pamphlets on foreign countries but also periodicals emanating from these countries. The material from the countries dominated by the U.S.S.R., and from the U.S.S.R. itself, is extremely valuable in order that articles may be refuted and the correct information broadcast to listeners. Although, for obvious reasons, there is practically no audience mail from these countries, it may be interesting to note that there is still a small trickle of mail

from Czechoslovakia, smuggled out at great personal risk to the senders.

In 1949, the nucleus of a library for the engineering and technical staff was added to the reference library. This collection of books and periodicals has now been integrated with the general collections and is kept further up to date through the acquisition of current material in radio engineering.

In 1950, the National Service of the C.B.C. in Montreal was moved to the new Radio Canada Building already occupied by the International Service and the facilities of the library were made available to it. Both Services require background information on Canadian current events and use, basically, the same material. During the royal tour last year of H.M., Queen Elizabeth and H.R.H., the Duke of Edinburgh, information was supplied to the commentators on the places visited by the royal couple. This year, Laval, the oldest French-speaking university in Canada, celebrated its centenary and both the International and National Services obtained all available information on its history and founding from the library.

Montreal is the regional headquarters for the French network of the C.B.C. The staff of writers, producers and directors is primarily French-speaking although there is also an English-speaking staff for the English programs emanating from Montreal. Toronto is the headquarters for the English networks and a reference library there services the staff.

Television came to Canada officially last September, but for the past year, the television staff in Montreal has been planning programs and schedules. To service this new staff, the library has acquired new works on theatrical design, costumes, etc., and technical books for producers, writers and television engineers. Also new is the picture collection.

In addition to the service it performs for its own people, the C.B.C. reference library is playing a vital part in projecting and interpreting the Canadian point of view to the world.

Classification Schemes for Business and Financial Libraries*

JANET BOGARDUS

*Librarian, Graduate School of Business Library
Columbia University, New York*

ABUSINESS OR FINANCIAL LIBRARY has three choices in the matter of classification: (1) use of an existing, established, published scheme, (2) adaptation of an existing scheme, and (3) the manufacture of a new scheme.

Before discussing these possibilities, one should bear in mind the objectives and criteria of a good classification. Valuable comment may be found in Herdman, *Classification, an Introductory Manual*, published by ALA in 1947, and in Sayers, *An Introduction to Library Classification*, the seventh edition, published in London in 1946.

Existing, established, published schemes can be divided into two classes: (1) universal schemes, and (2) classifications designed specifically for business libraries.

Universal Decimal Classification

The three best known of the universal schemes currently being published and expanded are, of course, Dewey, Library of Congress, and the Universal Decimal Classification.

The UDC can be disposed the most quickly. It is, as the name implies, a universal decimal classification (itself an extension of Dewey) of knowledge, based on an analysis of ideas, designed to be used as an international *bibliographic* device. As far as special libraries are concerned, it seems to be most useful in the fields of pure and applied

science and technology. The Engineering Societies Library in New York makes use of it. I do not know a single business or financial library so classed. Most business or financial subjects would fall into 33(Economics) or 38 (Trade, Transport, Communications). Both sections are insufficiently developed for business libraries. There is insufficient room for expansion, except by use of the long decimal notations, and there is not enough provision for individual industries or businesses, or for private or public finance—money, banking, securities markets, etc.

LC Classification

The Library of Congress classification is divided into various, separate published classes. The one with which we are concerned is *CLASS H: Social Science* (3rd ed., 1950). Class H is divided into Social Sciences (General), Economics and Sociology. Ignoring Social Sciences and Sociology, we can concentrate on Economics, **HB-HJ**, headings needed in any large business library. For use in financial libraries, **HG-HJ** should be noted. **HG** is finance—private finance, money, banking, insurance—and **HJ** is public finance. The **LC** scheme uses for the main classes, single letters of the alphabet, for sub-classes, double letters, and for subdivisions of the sub-classes, double letters plus numerals in ordinary sequence. There is ample provision for subdividing geographically (particularly geographically), chronologically, by form, by function and by specified subject.

* Paper presented before the Financial Division at the SLA Convention in New York, May 26, 1952.

The only way to understand this intricate and inclusive classification, and to evaluate it for a specific use, is to study it and to try it out experimentally on a selected number of typical books in one's own library.

Generally speaking, the LC classification, in the social sciences, has the following advantages: (1) It was worked out by specialists in the social science field and the terminology and handling of the subject is accurate, detailed and logical. (2) It has a very full index which makes exact classification easier and provides help in subject heading. (3) It is revised frequently, which is of particular importance to business libraries whose materials are continually branching out into new fields. (4) It has great possibilities for expansion and adaptation in use of form tables, geographical tables, subject tables and unused numbers.

Disadvantages

The main disadvantages seem to be: (1) The use of long call numbers, a combination of letter and numerals in numerical sequence, conducive to misshelving, particularly if the shelving is done by untrained pages in jobs where the turnover is high and constant. (2) Unnecessarily detailed emphasis on geographical and chronological arrangement which is usually not as important to business libraries as a subject breakdown. LC usually subdivides by country, form, or time, in the main subdivisions, and relegates the breakdown by industries or specific subject to further expansion. Business libraries would prefer to have this reversed. (3) Since relatively few special libraries are now using it, new assistants are unfamiliar with it and require special training. (4) Lack of mnemonic value. Neither geographically, chronologically, or in the form numbers, do the same numbers always apply to the same country, the same form, etc. This reduces the speed and ease of classification and the value of open shelves. Readers would seldom absorb the sense of the classification as readily as they do the Dewey

classification with its extraordinary mnemonic features.

Dewey Classification

The Dewey classification is used, with minor adaptations, in most of the libraries and special libraries in the country. This familiar decimal classification has a three figure basis for its notation. When subdivisions are required, a decimal point is placed after the third figure and the digits, 1 to 9 added to give nine further subdivisions and for further subdivisions, nine more divisions are used, etc. There are regular form and geographical tables. Numbers 330-339, 650-659, 670-690 govern business and financial subjects.

The main advantages of Dewey for business libraries are: (1) the wide use of Dewey and the familiarity of most librarians with it, (2) frequent revisions, (3) mnemonic character of the classifications (this is quite important in making for ease and speed in classification), (4) the relative index (despite the simplified spelling), (5) its relative simplicity in use and application, and (6) ease in shelving and reading shelves.

The main disadvantages are: (1) The classification was planned for use in general and public libraries rather than in special libraries. (2) The order in which related subjects stand on the shelves is not logical—unimportant in large public or university libraries, but much more so in small special libraries. (3) It widely separates business and economic subjects with unrelated classes in between. (4) It is limited as to the amount of expansion that can take place. There are almost no unused numbers for main headings and expansion of existing headings result in long call numbers. (5) Business and finance are not worked out in sufficient detail for most financial libraries, so that some adaptation and expansion must be provided.

Harvard Business Classification

In the category of existing, established, published schemes, there are three which apply specifically to business: (1) *A Tentative Decimal Classi-*

fication and System of Subject Headings for the Library of Business, by Fremont Rider, published in 1924; (2) *The Business Library Classification and Index*, by J. E. Elliott, published in 1923; and (3) *The Classification of Business Literature*, prepared by the Library of Harvard University Graduate School of Business Administration and published by the H. W. Wilson Company in 1937.

The only one of these three meriting consideration at this time is the Harvard classification. It is "a direct outgrowth of the expansion of the Harvard Business School Library . . . a product of that extension of writing in the field of business which has characterized the twentieth century. The existing schemes of classification were found by this Library to be unsuited or inadequate for the proper handling of the increasing flood of literature. Its own early efforts to meet the problem with expansion of existing schemes soon proved almost equally unsatisfactory, and the decision was eventually made to attempt a thoroughgoing and scientific development of a new classification, which would not only satisfy the urgent needs of the Baker Library, but also would reflect the modern analysis of the profession of business . . . The needs of the Baker Library and the hope of subsequent adoption by other libraries determined the scope of the classification, as well as the desire for a well-rounded, self-contained classification system. Accordingly, the scope of the new scheme was extended beyond the area which would be generally recognized as that of business, to include various related subjects, such as economics, technology, or social psychology, though these fields are developed in much less detail than those pertaining to fields that are integral parts of business administration. However, place will be found for all books likely to be needed in a library devoted primarily to business literature."

The chief basis for the Harvard classification has been the analysis of business *functions*. That is, "decision

was finally reached to derive from an analysis of business functions, the main stem of the classification, and thereby to subordinate geographical and industrial approaches." The use of such an approach was indicated by the trend of thinking and writing in the field of business, and by the systems of instruction adopted in the leading schools of business administration.

The notation is a combination of letters, usually followed by a colon and numbers in decimal sequence, in turn followed by a period and more numbers in decimal sequence. Usually the call number works out to three or four letters, plus a colon and three or four numbers.

The Harvard Business classification is comprehensive, but intricate and complex. It merits thoughtful and thorough study. Generally speaking, the advantages seem to be: (1) a full, detailed, exact, scientific and scholarly outline of fields of business, made by a business librarian for business libraries, (2) an excellent index, (3) provision for keeping it current, and (4) flexibility.

The disadvantages, easily apparent, are: (1) long notation, (2) difficulty in shelving and reading shelves (Harvard has closed shelves), (3) unnecessary complexity for the small library, and (4) no real place for the industries as main headings unless the entire scheme is reversed.

Adaptations

For those interested in adaptations of the foregoing systems, an excellent list of such adaptations may be obtained from Special Libraries Association which published, in 1951, *Classification Schemes and Subject Headings List Loan Collection of SLA*. This lists by subject, classifications schemes now used by special libraries, mostly for very specific subjects, such as Accounting, Advertising, Aeronautics, etc. There are eight such schemes listed under *Business* and five such schemes listed under *Finance*. Most of these are expansions of Dewey. Some are expan-

sions of the 330's and 650's; others are very free adaptations of the decimal scheme, with only the form and mnemonic features of Dewey retained.

Columbia University

The library of Columbia University's Graduate School of Business uses three figures, with decimal subdivisions as needed in its classification. Usually, there is no need to subdivide any further than two figures beyond the decimal. Ten classes are used:

- 100 Economics
- 200 Business
- 300 Industries
- 400 Accounting
- 500 Public utilities
- 600 Public finance
- 700 Private finance; Money; Banking
- 800 Insurance
- 900 Economic geography and country material

The advantages of this scheme are: (1) It provides for fairly short, simple call numbers. (2) It provides major classification numbers for both business institutions (industries) and business functions. (3) It is worked out in detail for industries, finance, accounting and insurance—the fields in which the library has most material. (4) It has the same mnemonic features as Dewey. (5) It is simple and easily learned and used.

The main disadvantages are: (1) It is inadequately worked out in several fields, notably economic theory and industrial relations. (2) It has no index at all. (3) It is revised only haphazardly and perfunctorily as the need arises. Time is not available for thoughtful and judicious revision.

These same advantages and disadvantages may apply to most of the adapted schemes worked out by specific libraries to cover their own needs.

Original Schemes

Generally speaking, it is inadvisable to set up a new classification scheme. If there is no other choice, it is well to consider the following points in preparing a new system:

Be precise, accurate and scientific in the terminology, so that it will be clear

just what subjects are to be classified in each number.

Include places for relative as well as for primary subjects.

Within the special subject, arrange the various sections logically and usefully, so that books on the shelf do represent an orderly arrangement of the subject (of particular importance in special libraries with open shelf arrangement).

Allow for plenty of expansion; this includes room for additional main headings as well as more detailed expansion of existing headings.

Devise as simple and short a notation as possible, easy to read and shelve, and one with as many mnemonic features as possible.

Compile a full and exact index.

Bear in mind possible developments and future needs. Although there is nothing sure in the literature of business except change, this is certain: once a classification has been installed in the library, it is there for better or for worse.

Small Business Bibliography

Available on request from SLA Headquarters is a bibliography, *Small Business: Selected List of Materials in the Library*, compiled by Nathalie Chlan of the reference staff of the Columbia University Graduate School of Business Library.

This eight-page booklet lists material under the following headings:

Small Business in the Economy
General Prospects and Requirements
Special Problems
Financing
Regulation
Organization and Operation
Bibliographies

President's Message

THE NON-MYOPIC OUTLOOK

ELIZABETH FERGUSON

A FEATURE of the October chapter meeting in Toronto was the very fine letter of greeting to the SLA president from the president of the Ontario Library Association, expressing the hope that librarians in general, and special librarians in particular, would never be guilty of a "myopic outlook".

Certainly your president has no possible excuse for a myopic outlook after an exciting and eye-opening trip across the continent. The pioneer spirit is still very much alive in the U. S. and everywhere in Canada. This is the spirit which makes America great. It exists in SLA where each individual special library is a new and creative enterprise.

My reaction, first and last, is one of honest pride. It is a renewed conviction that our Association derives much of its strength and vitality from these wonderful local Chapters. That other library associations will join me in acknowledging the immense values of such groups is evident in the emphasis ALA is placing on regional associations and in ACRL's plan for local organization.

There is one thing that Chapters keep alive which we are all too apt to forget in our concern with policies and projects—personal contacts. Chapter meetings offer the ideal opportunity for person-to-person exchange of information and ideas. This personal knowledge of other libraries and resources is so important to everyday special library service, that it might also be called our best "secret weapon". We extend the scope of this priceless interchange at our conventions, we concentrate it on subjects in our Divisions, we crystallize it in published directories and resource lists but we still go back to the informal method of the chapter meeting as the foundation stone.

Some worries come along with this

reaction of pride, however, and I would be doing less than my duty if I didn't recognize them, too. Repeatedly, that concept of "national" as a taskmaster, or dictator, is revealed. It still bothers me. I did a little semantic talking about it explaining that "national" as a term is actually incorrect, that the proper term is "Association". "National" is discourteous, for instance, to our Canadian members; "international" would be technically correct but sounds pretentious. It is the term that appears on all official statements, "Association," that means all of us.

Another worry is that old bugaboo, communication. Admittedly, geography plays a part in this problem. The number of members who can go three thousand miles to SLA meetings (either east or west) is limited by economics. But this difficulty, shared by all country-wide organizations, is no excuse for Chapters to feel "orphaned."

There are plenty of other worries in our members' minds, the same ones that are of concern to the Association as a whole: Salaries; Documentation; Who should be an SLA member? Who is professional in our field? Where do we find our leaders? Standards; Special library education. I wish we had the answers to these problems.

What shines out clearly to me through them all, is the fact that special librarians are creating and doing tremendously useful jobs all over the U. S. and Canada, and they want to do them even better. They want the Association to help in this effort, to seek out more opportunities for special library service and to continue to work for fuller recognition. I can't believe that an association which stands for this accomplishment and these ambitions is likely to get myopic.

Report of the Nominating Committee

1952-1953

The Nominating Committee presented to the Executive Board the following candidates for office, all of whom have accepted the nomination:

President

MRS. LUCILE L. KECK
Joint Reference Library
Chicago, Illinois

**First Vice-President and
President-Elect**

KATHARINE L. KINDER
Johns-Manville Research Laboratory
Manville, New Jersey

GRETCHEN D. LITTLE
Technical Library
Atlas Powder Company
Wilmington, Delaware

Second Vice-President

CATHERINE J. CURRAN
Chamber of Commerce of the
State of New York
New York, New York

MARIAN E. LUCIUS
Price Waterhouse and Company
New York, New York

Treasurer

EDWARD H. FENNER
Business and Economics Department
Enoch Pratt Free Library
Baltimore, Maryland

RICHARD D. GREEN
National Association of Electric
Companies
Washington D. C.

(Elected) Secretary

AGNES O. HANSON
Business Information Bureau
Cleveland Public Library
Cleveland, Ohio

MRS. VALBORG JACOBY
Anheuser-Busch, Inc.
St. Louis, Missouri

Director for Three Years

CLARA G. MILLER
Public Relations Department
Imperial Oil, Ltd.
Toronto, Canada

ROWENA PHILLIPS
Manufacturers Life Insurance
Company
Toronto, Canada

Director for Three Years

EUGENE B. JACKSON
Division of Research Information
National Advisory Committee for
Aeronautics
Washington, D. C.

DR. JERROLD ORNE
United States Air Force
Air University Library
Maxwell Air Force Base, Alabama

Continuing to serve on the Executive Board for 1953-1954 will be Miss Elizabeth Ferguson, Immediate Past President, Kenneth H. Fagerhaugh, Helen Mary Pyle, Mrs. Nell Steinmetz, Eugenia P. Tenney.

Further nominations may be made upon written petition of ten voting members in good standing. Such petitions, accompanied by written acceptances of the nominees, must be filed with the Executive Secretary of Special Libraries Association at Association Headquarters not later than three months prior to the Annual Meeting.

Respectfully submitted:

JO ANN AUFDENKAMP
MILDRED BENTON
KATHLEEN S. EDWARDS
SARA M. PRICE
MARIE S. GOFF, *Chairman*

Chapter Highlights

Boston

Two hundred members and their guests attended the meeting of the Boston Chapter, October 27, 1952 at the Massachusetts School of Art. Guest speakers included Margaret Currier, librarian of the Peabody Museum at Harvard University, who described the work carried on there; and Professor Frederic H. Douglas, curator of native arts at the Denver Art Museum, and research fellow in ethnology at the Peabody Museum, who acted as master-of-ceremonies, presenting a display of Indian costumes modeled by students from the Massachusetts School of Art.

Illinois

The educational program of the Illinois Chapter, planned particularly for the executive librarian, but open to all members, covers the following topics for discussion at six evening sessions to be held during December, January and February.

Management relations. The library's place in the organization. Annual reports and other means of formal communications with management.

Organization. Library policies consistent with functions; policy manuals. Budgets and other records.

Personnel. Recruiting and hiring. Job classification. Personnel records. Job training.

Service to library users. Accession bulletins and abstract services. Reference services and reference records. Routing and special information services.

Operations. Planning and organization of work. Construction of a procedure manual.

Furniture and equipment. Suppliers. Developments in furniture, equipment and gadgets.

Indiana

A feature of the two-day fall conference of the Indiana Library Association and the Indiana Library Trustee Association, was the luncheon meeting of the Indiana Chapter of Special Libraries Association, held October 10, 1952, at the Van Orman Hotel in Fort Wayne. Lt. Col. Howard H. Bates, associate editor of the Bobbs-Merrill Company was the guest speaker.

* * *

A special luncheon meeting honoring the visit of Mrs. Katherine Weed, librarian of the Technical Library, Bureau of Ordnance, Navy Department, Washington, D. C. was the occasion for a photograph in the *Indianapolis Star*, September 26, 1952. Shown with Mrs. Weed were the following Indiana Chapter members: Mrs. Irene M. Strieby, Mrs. Elizabeth Burton, Louise C. Lage and Lawrence A. Arany.

Kansas City

The "Heart-of-America Chapter" met at Linda Hall Library, Kansas City, November 14, 1952 to hear Clare Paulger, an English librarian, discuss and compare English and American library methods. Miss Paulger who is now on the staff of the business and technical department of the Kansas City Public Library, also gave a vivid picture of her experiences in storing and salvaging an entire book collection during and after World War II.

Michigan

A dinner meeting of the Michigan Chapter at the Stockholm, November 13, 1952, marked the visit of Mrs. Kathleen B. Stebbins, executive secretary of SLA.

The *Detroit News* featured the event in an article which included a description of the functions of special libraries in general, and the SLA Michigan Chapter special libraries in particular. Officers of the Chapter were listed and a photograph of Mrs. Stebbins appeared.

New Jersey

Records Management was the subject discussed by Anne McDonald, guest speaker at a meeting of the New Jersey Chapter, November 6, 1952. Elizabeth Mulhall, chairman of the Program Committee, introduced the speaker who is records coordinator at the Lennen and Mitchell Advertising Agency, New York.

Philadelphia

A large audience attended the meeting sponsored by the Science-Technology Division of the Special Libraries Council of Philadelphia, November 7, 1952.

Dr. Lillian M. Gilbreth, industrial engineer, was the featured speaker and discussed the librarian's role in international and domestic affairs, and commented generally on efficiency problems in the library.

Mary Banker, chairman of the SLC, presided. Kate C. Ornsen introduced the guest speaker.

Texas

The impressive December 1952 issue of the Texas Chapter *Bulletin*, printed and distributed by Baroid Sales Division, National Lead Company, Houston, includes the following papers presented at a meeting of the Texas Chapter in the library of Transcontinental Gas Pipe Line Corporation, Houston, September 20, 1952: *Handling Technical Reports at Monsanto*, by Effie Birdwell; *A Guide for Classifying and Filing Technical Reports*, by Charles Zerwekh; *Machine Techniques for Index Searching and for Machine Translation*, by Louise Jackson.

Have you heard . . .

SLA Author in Print

Serving Business is the title of an article by Mary P. McLean, senior business librarian of the Business Library, Newark (New Jersey) Public Library, published in the November 15 issue of *Library Journal*. In it, Miss McLean discusses the librarian's contribution to the business and industrial world and the librarian's need for taking the initiative in making known the library's collection of books and the library's services.

Odor Research

It is interesting to note that the extensive and unique bibliography, *Odors and the Sense of Smell*, published this year by Airkem, Inc., was developed as a pet project of Guy Paschal, long a leader in the field of odor research.

Mr. Paschal was among the first to make use of chlorophyll in controlling odors and invented the basic formula used in the household air freshener, *Airwick*, distributed by Seaman Brothers.

The bibliography, which lists more than four thousand references, was compiled by Florence Grant who spent three years in its preparation. The excellent format was especially designed by Miss Grant.

Miss Grant was associated formerly with Standard Brands, Inc., where she established and developed the library. She is an active member of the New York Chapter of Special Libraries Association.

SLA Member in Print

Photographs of the ultramodern library of the Champion Paper and Fibre Company, Hamilton, Ohio, and of its librarian, David Weiser, illustrate a thoughtful article, *Industry Will Listen!* It appears in the November 15, 1952 issue of *Library Journal* and was written by Dean E. Madden, vice-president of the A. W. Cash Valve Manufacturing Corporation, Decatur, Illinois.

Mr. Madden's premise is that the librarian performs an essential task in supplying the executive with the current information needed in carrying on contemporary business. He states that many business men are unaware of the potentialities of library service.

SLA Member Honored

Dorothea Blender, assistant to the president of Commerce Clearing House, Inc., has been elected president of the National Association of Women Lawyers. Miss Blender is an active member of the Illinois Chapter.

French Periodicals Checklist

A checklist of title pages and indexes for 427 periodicals in the French language, *The*

French T. P. I. List (1952), has been prepared by Stechert-Hafner, Inc., from whom it is available at one dollar a copy.

This pamphlet lists not only journals published in France, but includes French language publications appearing in Belgium, Switzerland and Canada. Journals are listed alphabetically by title. Each listing specifies whether or not title pages and indexes are issued, whether they appear in the journals or are issued separately and the frequency and manner of publication.

A similar checklist covering British publications, *The British T. P. I. List*, published in 1950, is still available for the same price.

Both pamphlets are helpful tools in collating and preparing periodicals for binding.

Map Collection

A Guide to the Map Collection in the University of Illinois Library is the title of the December 1952 issue in the University of Illinois Library School's series of *Occasional Papers*. This is no. 31 in the series and was written by Bill M. Woods, map librarian and instructor in library science at the University of Illinois Library. The paper discusses the holdings of the University of Illinois Map Library and evaluates the coverage, by maps and atlases, of the various parts of the world. Mr. Woods also describes the books, gazetteers, periodicals, and pamphlets which supplement the library's map collection.

A copy of this paper will be sent to any individual or institution without charge. Any library can receive automatically a copy of each issue in the series, if a request is made to this effect. The submission of manuscripts for publication in the series is encouraged. Address all communications to Editor, *Occasional Papers*, University of Illinois Library School, Urbana, Illinois.

Drexel Library School Scholarships

For the academic year 1953-54, the Drexel School of Library Science is granting three full tuition scholarships. These will be awarded to American citizens who are graduates of approved colleges or universities, and who are applying for entrance to the one-year curriculum leading to the degree of Master of Science in Library Science. Selection is based on academic standing, need for financial aid and promise of high professional achievement.

Application for scholarship forms should be made to the Dean of the School of Library Science, Drexel Institute of Technology, 32nd and Chestnut Streets, Philadelphia 4, Pennsylvania, before April 1, 1953. Inquiries concerning aid to foreign students should also be addressed to the Dean.

University of Washington

A recent issue of University of Washington (Seattle) *Library Information* notes the outstanding events attending the reception of SLA president, Elizabeth Ferguson, by the Puget Sound Chapter of SLA, October 17-20, 1952.

Library Information celebrates its fifth year of publication. This delightful bulletin is issued at intervals by the University of Washington's director of libraries, Harry C. Bauer. The bulletin serves primarily as "a medium of communication between the Director of Libraries and University staff members assigned to campus libraries."

Library Science Training

Dr. Willard O. Mishoff, a college and research specialist in the U. S. Federal Security Agency, Office of Education, reviews the current library training program in an article, "Education for Librarianship: the Current Pattern," featured in the September 15, 1952 issue of *Higher Education*, semimonthly publication of the FSA Office of Education.

Both graduate and undergraduate programs are discussed and a list of institutions giving advanced degrees in library science is included. Dr. Mishoff expresses approval of the growing emphasis, in graduate programs, on the principles and problems rather than on the techniques of librarianship.

Coordinate Indexing

Dr. Mortimer Taube, president of Documentation, Inc., Washington, D. C., was guest speaker at a meeting of the Science-Technology Group of SLA's New York Chapter, October 28, 1952.

Dr. Taube presented a system of coordinate indexing which his firm developed under a contract with the Armed Services Technical Information Agency. Coordinate indexing makes every word in a subject heading a filing word and the system may be applied in organizing any collection of items or subjects that can be numbered.

Further information on this development will be published by Dr. Taube in the near future.

Membership Directory

The San Francisco Bay Region Chapter lists 193 members in its 1952-1953 *Membership Directory* just issued. The directory includes an index of the organizations represented in the membership.

Harwell

The story of atomic energy research in Great Britain, *Harwell, The British Atomic Energy Research Establishment, 1946-1951*, prepared by the Ministry of Supply and Cen-

tral Office of Information, and published in the United States by Philosophical Library, is available at \$3.75 a copy.

European Research Centers

Battelle Memorial Institute, the American research foundation in Columbus, Ohio, is establishing a new center in Frankfurt-Main, Germany, for research in chemistry, metallurgy and engineering. The laboratory is now under construction on a site presented by the city of Frankfurt.

Another research center is to be established by Battelle in Geneva, Switzerland. An engineering economics group is at work there, meanwhile, on the preparation of industrial surveys.

A program has been set up and funds have been allotted for approximately twenty fellowships in Swiss and German universities.

The purpose of these research centers is to develop a healthy interchange of ideas and techniques for research mutually beneficial to the scientists and to the people on both sides of the Atlantic.

International Exchange

The *Unesco Handbook on the International Exchange of Publications* is an outgrowth of the activities of the Unesco Clearing House for publications of the libraries division. The *Handbook* is essentially a classified guide to institutions and libraries all over the world who offer their own publications for exchange and a guide to exchange centers in various countries. It is designed to encourage direct exchange relations between libraries and lists titles of the publications. The work was published in Paris and is available at \$3.50 a copy.

Nova Scotia Union List

A *Union List of Scientific and Technical Periodicals in Libraries of the Maritime Provinces and Newfoundland* is available from the library of the Nova Scotia Research Foundation, Halifax, Canada, for one dollar a copy. It was prepared under the sponsorship of the Maritime Library Association and the Nova Scotia Research Foundation. Maurice P. Boone, librarian of the Legislative Library, Fredericton, N. B., edited the volume which includes a preface by Evelyn M. Campbell, librarian of the Nova Scotia Research Foundation and secretary of the Maritime Library Association.

South African Libraries

A summary of South African library history is given in the *Handbook of Librarianship in South Africa, 1950*, prepared by the South African Library Association and printed both in English and in Afrikaans. The *Handbook*, received recently, was published in Johannesburg in 1951 and lists members, libraries and the Association's publications.

Off the Press

AMERICA'S COOK BOOK. Compiled by *The New York Herald Tribune* Home Institute. New York: Charles Scribner's Sons, 1952. 1154p. \$3.95.

Included in this comprehensive cook book are 3500 recipes and menus tested in the Home Institute laboratories of *The New York Herald Tribune*. Additional material covers latest developments in home freezing and pressure cooking. A chapter on foreign cookery gives recipes from 36 countries. Another chapter provides "Quick Trick" food ideas for "Minute Meal" menus.

GRAPHIS ANNUAL. International Advertising Art, 1952-53. Edited by *Walter Herdeg* and *Charles Rosner*. New York: Pellegrini and Cudahy, 1952. 220p. \$12.50.

The best in advertising and in the graphic arts throughout the world is presented in this striking collection culled from ten thousand entries submitted. Material is divided into five sections which include posters, magazine and newspaper advertising, booklets and direct mail, book jackets, magazine covers, trademarks, letterheads, packaging, etc. There are 753 illustrations, a number of them in color. The texts are in English, French and German. There is an index of artists, agencies and advertisers.

A GUIDE TO THE HISTORY OF SCIENCE. A First Guide for the Study of the History of Science with Introductory Essays on Science and Tradition. By *George Sarton*. Waltham, Mass.: Chronica Botanica, 1952. 316p. \$7.50.

Three lectures explaining the purpose and meaning of the history of science make up the first part of this distinguished scientist's book. The second and major part of the volume provides a bibliographic tool for scholars and covers various aspects of the study and teaching of the history of science.

HAMMOND'S NATURE ATLAS OF AMERICA. By *E. L. Jordan*. New York: C. S. Hammond, 1952. 256p. \$7.50.

A beautifully illustrated text, accompanied by large scale colored sectional maps covering the United States and southern Canada is featured in this delightful non-technical reference volume on the fascinating aspects of nature in our immediate environment—the animals, birds, insects, fishes, reptiles, rocks, trees and wild flowers. Excellent coverage of national and state parks serves to stimulate the nature lover's interest in doing some personal observation. The volume is well indexed.

PHOTOGRAPHS AND GRAPHS. How to Make and Use Them. By *Rudolf Modley* and *Dyno Lowenstein*. New York: Harper, 1952. 186p. \$4.

A how-to-do-it book describing useful and effective techniques for presenting and dramatizing statistical information of private and public organizations, this work is based on the experience of its authors, both of whom are actively engaged as consultants in this field.

READINGS IN INDUSTRIAL AND BUSINESS PSYCHOLOGY. Edited by *H. W. Karn* and *B. von Haller Gilmer*. New York: McGraw-Hill, 1952. 476p. \$4.50.

Important representative articles of recent issue have been selected to show current trends of thinking in this field. The material is intended primarily for use by the practical businessman, but includes also some articles of a technical nature. The articles are classified by subject and include material on training in industry, the analysis and evaluation of job performance, psychological tests, interviewing and counseling, market research, industrial relations and other pertinent data.

THE STORY OF WATCHES. By *T. P. Camerer Cuss*. New York: Philosophical Library, 1952. 176p. \$7.50.

This is an authoritative work written by the head of an eminent London firm that has been making watches for almost two centuries. The book is a valuable contribution to the slim collection of printed material on watches. The author traces the origin of watches and their development to the present time. Discussion on watch design is further amplified with many illustrations. Technical information is notable for its lucid presentation. A brief bibliography and an index make this unique book an extremely useful reference volume.

WORK MEASUREMENT. New Principles and Procedures. By *Adam Abruzzi*. New York: Columbia University Press, 1952. 290p. \$6.

The author, Dr. Abruzzi, assistant professor and executive officer in the applied statistics group of the Department of Management, Stevens Institute of Technology, has had wide experience in industry in research and production control and has managed several statistical quality control departments. He contends that most procedures now used for work measurement do not perform their intended functions, and that this is due to a lack of objective judgment because procedures are too intimately associated with the bargaining process. Dr. Abruzzi presents a methodology for handling the problems of work measurement and uses experimental data on industrial operations to explain the procedures. Statistical quality control and other statistical techniques are used freely. Examples are presented so that industrial engineers can apply the same principles and procedures in their own plants.

The book includes numerous tables and an excellent bibliography.

What Price Vocational Guidance?*

KATHLEEN B. STEBBINS

One hears a great deal these days about the need of personnel in all types of libraries: public, school, college, university and special. Outstanding students, with pleasant, extrovert personalities, are placed quickly but dozens of graduates are beginning to have difficulty in getting placed and some may not be placed at all. These are the unfortunate ones who are so immature that they cannot work with people and who are unable to face the world and its problems.

Despite the many openings now available, there are many unemployed librarians searching for work without success. This is partially due to the fact that many library schools still rely in their admissions procedure on: (1) the recommendations furnished by applicants and/or (2) the personnel interview only if the applicant is in the vicinity. Recommendations alone are not sufficient to predict success in the library field since almost anyone can find two or three people whose descriptions of his capabilities will be sufficient to justify acceptance at library school.

While educators are quick to agree that the personal interview is the best single measure of determining the suitability of the applicant for that particular school, such an interview should be supported by psychological tests. The Graduate Record Examination, required by some schools, gives evidence of intellectual capacity but does not take into consideration the necessary personal characteristics that make for success in the profession.

How to meet this problem is one of the major tasks facing the library schools today. The following four point program may help alleviate this condition: (1) Make personal interviews with applicants mandatory. If the candidate cannot visit the school, have a field representative interview him. (2) Secure from his college all the records available concerning academic ability, interests, values, records of emotional and social maturity and recommendations from his professors. Have him take those psychological tests necessary to complete this information. (3) Survey the opportunities open to graduates annually so the curriculum may be geared accordingly. (4) Arrange for practice work and/or internship to give evidence of ability in the library field.

It is true that this program would add to the cost of library training, but to the gradu-

ate who has spent a year of his time and considerable expense, and who is unable to secure a library position, the cost is even higher. Today, employers want the best possible applicants. They will have the best from which to choose only if colleges, universities and library schools do their part.

Unfortunately, there is, as yet, no one test, or group of tests, that can be used to screen prospective librarians. Several publications are available, however, for library school educators to consult if interested in applying psychological testing to admissions programs. If more colleges and universities on the undergraduate level make use of psychological techniques, the vocational guidance rendered students early in college will guide them to careers in which they are most interested, for which they have real ability, and in which they will have a chance for success. The applicants needed for library schools are those who have the qualities to accept the challenge being offered them and who will thrill to the opportunity of being able to give a positive answer to a most worthwhile profession.

* * *

Comments

"The past few years have seen increasing attention given to selection and placement that takes into consideration not only skills and abilities but also the temperament of the individual. Your article was the first evidence I have seen of any particular concern in the field of library science . . . Those libraries, where the service function is being carried out at a high level, could well become the criterion points against which the various selection devices might be aimed."

Dr. Chester E. Evans, *Employee Research Section*, General Motors Corp., Detroit, Mich.

"Your constructive suggestions are excellent. They are forcefully stated and I hope the people who should read them will see the article."

Dr. Lewis F. Stieg, *Director of the School of Library Science*, University of Southern California, Los Angeles

"... a splendid article and well thought through. I have really been worried about the quality of students . . . responsibility lies with the library school."

Hazel B. Macdonald, *Chief, Library Division*, U. S. Naval Ordnance Lab., Silver Spring, Md.

"Your point about the uncomplimentary caricature of librarians in the movies is well stated."

Sister M. Norberta, *Director of Librarianship*, Marywood College, Scranton, Pa.

* Highlights of an article published in the *Stechert-Hafner Book News*, September, 1952.

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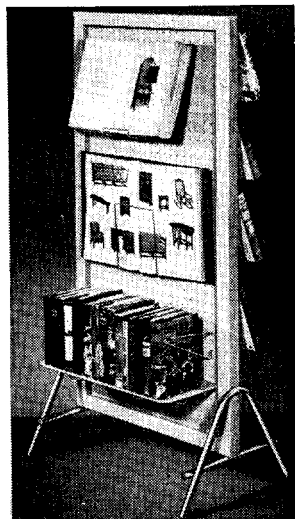


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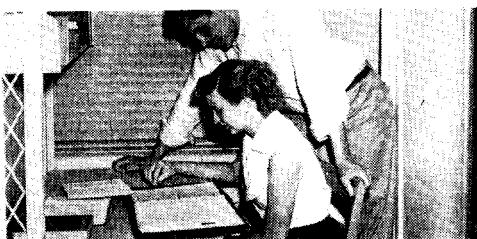
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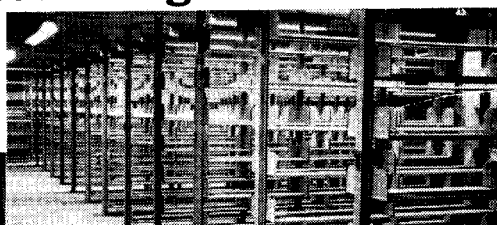
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